DVD-VIDEODISC, PT. 1: EXAMINATION OF THE MEDIUM AS WE'VE KNOWN IT (SD—Standard Definition)

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Abstract:
The creation of a DVD-Videodisc is far closer to the simplicity of writing a CD-ROM, although there is still a learning curve in order to successfully create a "one-off" DVD or a DVD master for mass replication. In this half-day workshop, the presenters provide valuable background information about the Standard Definition (SD) DVD format as the medium that we've known for many years. The specs are defined (configurations, file structure, storage capacity, MPEG-1 and MPEG-2 codecs, variable data rates). By comparing different sources of video (DV, Beta, VHS) with the compression options available, attendees witness how image quality differs and picture artifacts can be introduced or minimized. The relationship of data rates to DVD storage capacities are charted. Although familiar to most DVD users, the features and functions of DVDs are demonstrated (menus, navigation, audio tracks, subtitles, region coding, copy protection, aspect ratios). Compatibility issues are identified when writing "one-off" DVDs and attempting to play them in all DVD playback devices (desk-top and set-top). Although this workshop is not about how to author DVDs, some of the software tools available on the market are highlighted. The workshop encourages on-going discussions about how DVD-Videodiscs can be integrated into health sciences and medical curricula, looking at how the medium is best used, with a demonstration of Macromedia's web-enabled controller that allows Internet browsing while playing DVD quality video from your computer's internal drive (no more low resolution video clips). Also, be sure to sign up for Part 2 of this workshop that examines emerging high density (HD) DVD technology and formats.

Pre-workshop's Objectives:
Review the Standard Definition (SD) DVD-Videodisc medium, analyzing the format, its feature sets, compatibilities, and how DVDs are best used in educational settings.

Pre-Workshop's Benefits:
If you are thinking about converting video and audio materials to the DVD-Videodisc format, or have already produced some "one-off" DVDs, this workshop will help you to understand the format issues and features behind the medium and its MPEG-2 digital architecture. Beginners and experts alike should discover valuable information that may make their next DVD project easier to produce.

Pre-Workshop's Pre-requisites:
No prior video acquisition, editing, or DVD authoring experiences are necessary, although they are helpful in generalizing your experiences with the delivery potentials of the DVD medium.

Pre-Workshop's Intended Audience:
Anyone interested in delivering full-screen, full-motion video and high quality audio through the DVD-Videodisc medium and who wishes to understand more thoroughly the format itself. Many DVD authoring systems tend to be "more than helpful" in the authoring processing by masking the complexities of DVD creation. Appreciating what is happening "under the hood" is very illuminating.

Pre-Workshop's Instructor Qualifications:
Primary Presenter:
Paul E. Burrows:
Mr. Burrows has worked over 25 years in the design, production, and dissemination of most media formats for instruction, promotion, media conversions, archiving, cataloging, and metadata development within higher education and K-12 environments--working with faculty, educators, administrators, directors, students, researchers, medical professionals, legislators, and political offices from various levels of government. He holds a Master's Degree with emphases in learning theory, visual perception, media design, and public telecommunications, and is currently the Manager of the New Media Integration Group for Media Solutions, University of Utah.

Co-presenter:
Eric R. Carlson has worked almost 10 years at the University of Utah, starting with linear video design and production, then migrating to the development and distribution of projects based on new media formats (web, CD-ROM, DVD-Video, Digital Video, presentations, etc.). He combines a Fine Arts background with best practices of instructional design and is currently a New Media Developer for the New Media Integration Group of Media Solutions, University of Utah.